

**ROUs: 1110 / 1210 / 1310 / 1710**

***Distribute to RJR Managers w/Chain responsibility  
for chains on attached Excel spreadsheet***

<u>Sales</u>	<u>Retail</u>
1221 _____	1222 _____
_____	1223 _____
_____	1226 _____
_____	1229 _____
_____ ROM	
_____ PC	SC
_____ MC	PA
_____ AE	
_____ JM	RSM
	REM

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# **RJ REYNOLDS**

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

March 3, 1998

RJR Account #375878  
P. Cox  
McLANE-NORTHEAST

APRIL: DORAL B2G1F / PROMOTION #800211

Dear Paul:

*Doral B1G1F* pre-sleeved product, as well as **449** SKUs of Displays (item #540665) have been ordered to McLane NE to pack and ship this promotion to your participating retail accounts.

PRODUCT PO #	Product / State	#/Cases Per Style		\$ Amount		\$ AMOUNT
		LT MN 100	UL LT 100	FF BX 100	LT BX 100	
	UPC 12300-	2519 0	2519 1	2519 2	2519 3	
ER3102-01	B2G1F / NJ	2	3	3	3	1,518.91
ER3103-01	B2G1F / OH	1	1	1	1	753.94
ER3104-01	B2G1F / PA	12	26	26	26	16,396.47
	TOTALS	15	30	30	30	\$18,670.32

Product Arrival:

March 30, 1998

Displays PO #ER3096-01

Shipper Displays Arrival (McLane NE):

March 31, 1998

Ship Date to Retail:

Week of April 20, 1998

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PARTNERS 'BONUS' REPORTING DESCRIPTION 'DOR APR B2G1F'

**DISPLAY DETAIL**

Item #540665 (Displays)

SKU CUBE :

1.3080

SKU WT (w/o Product):

1.9200 lbs

Retail Sales Offer per Sku:

21 Offers

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

**Billing per Sku:**

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

**PROMOTION DESCRIPTION:** SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**PLACE INTO EACH DISPLAY:**

- \* 7 CARTONS: 2 EACH - DORAL ULT LT 100/ FF Box 100/ Lt Box 100 AND  
1 CTN DORAL LT MEN 100
- \* 1 ADDITIONAL LOOSE LIVE DORAL PACK  
(ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.  
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;  
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

**RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.**

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

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McLane NE  
#800211

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$367.50 (26.25 (12M) cases @ \$14.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc

cc: L. E. MacWilliams  
cc: R. Donahue / McLane  
1610: DK / SS / RMD  
1000: J. Piscitelli  
1340: J. Rago

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<p><b>Note to RJR Manager:</b> Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.</p>
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